

# WISCONSIN



## STATE FAIR PARK

**DATE: October 15, 2019**

**TO: Patrick Fuller, Chief Clerk of the Assembly**

**FROM: Kathleen O'Leary, Chief Executive Officer/Executive Director**

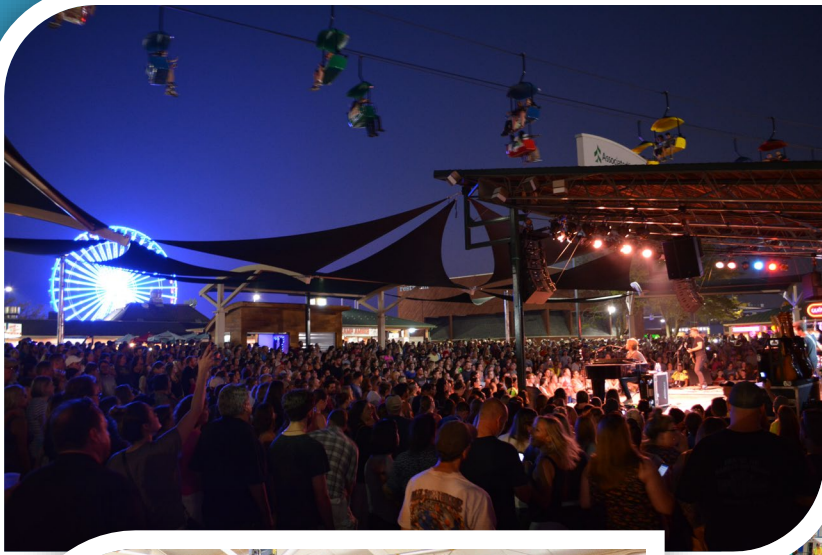
**SUBJECT: Wisconsin State Fair Park FY17-19 Biennial Report Submission**

Attached please find Wisconsin State Fair Park's FY17-19 Biennial Report Submission as required under s. 15.04(1)(d).

The report includes a review of the following:

- Overview of the agency and management, including its mission statement
- Information on State Fair Park's flexible work schedules
- Major program goals and objectives as outlined in the 2019-21 Executive Budget
- Performance and operation of State Fair Park during the 2017-19 Biennium, including details on both the Wisconsin State Fair and non-fair events.

We encourage readers to reference the Wisconsin State Fair Park website at [WiStateFair.com](http://WiStateFair.com) for more information on the annual Wisconsin State Fair and events at Wisconsin State Fair Park.



**WISCONSIN STATE FAIR PARK  
BIENNIAL REPORT  
FY17-19**

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## AGENCY OVERVIEW

State Fair Park is a year-round entertainment venue that hosts activities, events, meetings and more. Home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion and many other facilities, hundreds of events are held at the Fair Park each year, including the annual Wisconsin State Fair, presented by U.S. Cellular. Each year for the past six years, the Wisconsin State Fair has welcomed more than one million guests during the 11-day event.



The Wisconsin State Fair Park Board of Directors includes seven members appointed by the Governor, with the advice and consent of the Senate. It also includes four state legislators, the Secretary of the Department of Tourism and the Secretary of the Department of Agriculture, Trade and Consumer Protection. The Board is directed to oversee the Fair Park, set policy and appoint an Executive Director/Chief Executive Officer to supervise the staff and manage the operations of the 200 acres for the annual 11-day State Fair, Harvest Fair, and multiple regional and local events on a year-round basis.

## MISSION STATEMENTS

### **Wisconsin State Fair Park:**

Provide a leading year-round event and entertainment venue for agricultural, exhibition, sports, entertainment, cultural and educational use, providing positive economic impact to the state of Wisconsin and social benefits to its residents and visitors, ultimately moving the state FORWARD.

### **Wisconsin State Fair:**

Celebrate the rich history and promising future of the State of Wisconsin by promoting agriculture and other industries paramount to state's success through education, participation, and competition. Provide a fun, family-friendly, affordable, and safe event for visitors of all ages and ethnicities, creating memories and traditions to be carried on for generations.

## WISCONSIN STATE FAIR PARK MANAGEMENT

**Kathleen O’Leary** has served as Executive Director/CEO of Wisconsin State Fair Park since October 2016. She has worked for State Fair Park for 22 years in various positions, including Interim CEO and COO.

Prior to serving as COO, O’Leary was director of Marketing, Communications, and Sponsorship, where she was responsible for growing sponsorship revenues at the Fair from \$400,000 in 1998 to \$2.5 million in the years prior to serving as CEO.

O’Leary was named one of the Business Journal’s Women of Influence in 2017. She holds a Certified Fair Executive (CFE) designation from the International Association of Fairs and Expositions (IAFE) and has served on several committees and boards throughout her tenure at State Fair Park, include the Governor’s Council on Tourism Marketing Committee, and the IAFE Board of Directors. She currently sits on the Visit Milwaukee Board of Directors.



As Executive Director/CEO, O’Leary oversees a staff of 47 full-time permanent employees (FTEs), along with an additional 1700 part-time and seasonal employees (LTEs) during the annual Wisconsin State Fair.

**Steve Reinhardt** serves as Deputy Executive Director. He has 18 years of experience at State Fair Park, having formerly served as Chief Services Officer (CSO) as well as Director of Vendor Services.

**James Bruno** has served as Chief of Police for State Fair Park since 2013. He has been a State Fair Park Police Officer for nearly 20 years, after also serving in the City of Greenfield Police Department for 20 years.

**Mitch Winter** serves as Chief Financial Officer. He recently joined the State Fair Park team and has nearly 25 years of experience serving as CFO for Milwaukee-area marketing agencies and non-profit organizations.

**Shari Black**, Chief Programs Officer, heads up the State Fair Programming Division. She oversees Agriculture, Rides & Attractions, Competitive Exhibits, Entertainment, Guest Relations and Vendor Services. Prior to joining the State Fair Park team in 2016 she was the director of the Waukesha County Fair for 15 years.

**Chris Kowieski** serves as Chief Operating Officer. He began at State Fair Park 24 years ago in the facilities department. After working as a Social Studies teacher and serving in Operation Iraqi Freedom, he returned to State Fair Park six years ago and now oversees Facilities, Event Services, Transportation, Gates and Parking.

**Jen Puente**, Chief Marketing Officer, heads up the Marketing Division. She has worked at State Fair Park for 16 years in various sponsorship and marketing roles, including Director of Marketing & Partnerships. She now oversees Advertising, Sponsorship, Public Relations, Creative Services and Group Sales.

**Kristi Chuckel**, Director of Public Affairs, **Samantha Dennis**, Director of Organizational Development, **Tyler Pilz**, Director of Information Technology, and **Rachel Micelli**, Executive Assistant, also serve in the Executive Office.

## WISCONSIN STATE FAIR PARK BOARD OF DIRECTORS

### BUSINESS REPRESENTATIVES

### FIRST APPOINTED – CURRENT TERM

1.	John Yingling, Chair	General Business Representative	02/25/2011 – 05/01/2020
2.	Jayme Buttke	General Business Representative	06/14/2017 – 05/01/2021
3.	Susan Crane	General Business Representative	12/06/2004 – 05/01/2023
4.	Dan Devine	West Allis Resident, Mayor	01/20/2009 – 05/01/2024
5.	Kelly Grebe	General Business Representative	03/16/2018 – 05/01/2020
6.	Becky Merwin	Agriculture Business Representative	01/11/2018 – 05/01/2022
7.	Paul <u>Ziehler</u>	Technology Business Representative	06/25/2019 – 05/01/2024

### LEGISLATORS

### FIRST APPOINTED – CURRENT TERM

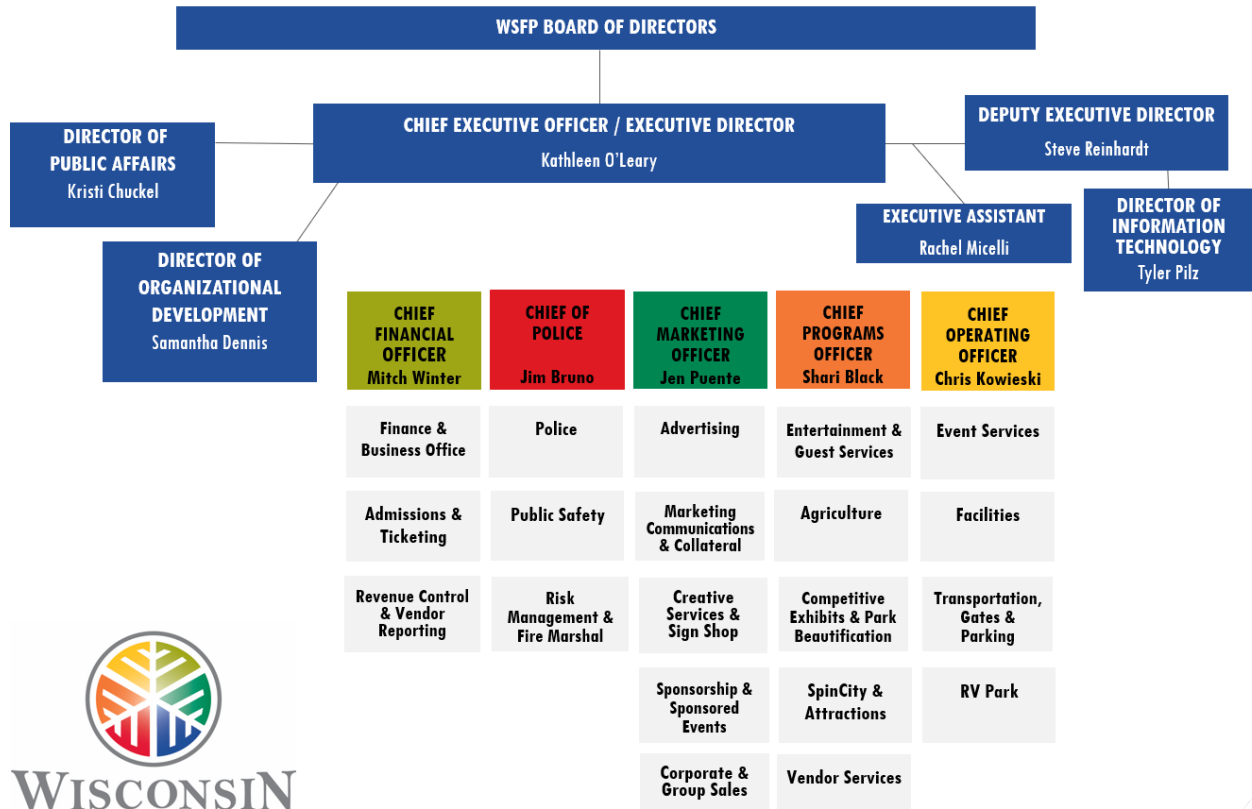
8.	Tim Carpenter	Senate – Democrat	02/22/2013 – 12/31/2020
9.	VACANT	Senate – Republican	VACANT
10.	<u>JoCasta Zamarioppa</u>	Assembly – Democrat	04/01/2019 – 12/31/2020
11.	<u>Amy Loudenbeck</u>	Assembly – Republican	04/01/2018 – 12/31/2020

### STATE AGENCY OFFICIALS

### FIRST APPOINTED – CURRENT TERM

12.	Bradley Pfaff	Secretary, DATCP	01/08/2019 – Indefinite
13.	Sara Meaney	Secretary, Department of Tourism	01/08/2019 – Indefinite

# WISCONSIN STATE FAIR PARK ORGANIZATION CHART



## STATEMENT ON FLEXIBLE WORK SCHEDULES

State Fair Park recognizes the need for and value of creating flexible work schedule options to its employees when such schedules are consistent with effective and efficient operations of the agency. A traditional full-time work pattern does not always meet the needs of our employees or our operation for various reasons, therefore WSFP is committed to providing alternative work schedules whenever possible. All department supervisors are directed to approve flexible and alternative work schedules when operationally feasible.

WSFP has 47 FTE employees, as well as many LTE employees who work year-round. Official posted office hours are 8:00 am – 4:30 pm Monday through Friday, however staff can choose their start times within a 2-hour range starting between 7:00 and 9:00 am and ending between 3:30 and 5:30 pm for a majority of the year. Leading up to, and during, the annual Wisconsin State Fair, many employees work extended hours. During other events taking place at the Fair Park in the evenings and on weekends various staff members also need to be present. There are also year-round operational needs that require second and third shift schedules, including police, public safety and facilities (snow removal, etc.)

Staff with positive performance reviews may be able to work one day per week from a remote location if their position is conducive to doing so. Due to the nature of WSFP's mission and peak event season, this option may be limited to off-season months, primarily October – May. In addition to alternative work schedules, WSFP also encourages the use and promotion of short-term alternative schedule or work patterns to meet employees' unique needs/situation when recovering from an illness, family medical leave, etc.



## PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

### Program 1: State Fair Park

**Goal:** The board's priorities are to generate revenues sufficient to fund expenditures that are required to provide support for events and fund grounds and building improvements and maintenance project costs.

State Fair Park will continue to offer low-cost, high-quality facilities to produce the annual State Fair and Harvest Fair events, as well as other activities and events, including operations of the Tommy G. Thompson Youth Dormitory, RV Park, Exposition Center, Milwaukee Mile and events produced by other promoters held at the Fair Park.

- **Objective/Activity:** Implement strategies to maintain existing and generate new revenues.
- **Objective/Activity:** Implement strategies to manage expenditures.
- **Objective/Activity:** Due to unforeseen factors that may lower or increase revenues and costs to a greater extent than could be anticipated, focus on managing operations to ensure expenditures do not exceed revenues.

### Notes on Goals, Objectives and Strategies:

Growth in our non-fair events is a key objective for future revenue growth, as well as increasing RV Park revenue year-round.

WSFP leadership is extremely mindful of keeping expenditures in line with revenues. Maintenance of, and improvements to, our 127-year-old grounds and aging buildings is a primary initiative. Staff continues to work closely with DOA and DFDM to plan for much needed infrastructure and capital projects.

The annual Wisconsin State Fair held at State Fair Park is primarily an outdoor event, therefore very weather dependent. The board of directors and staff are diligent in managing the budget and understand the importance of maintaining capital reserves in the event of inclement weather during the event, which has the potential to significantly affect revenues and ultimately the financial stability of the agency.

## PERFORMANCE MEASURES

### FY16-17 AND FY17-18 GOALS AND ACTUALS

Prog. No.	Performance Measure	Goal FY16-17	Actual FY16-17	Goal FY17-18	Actual (est) FY17-18
1.	Generate revenues	\$ 21,100,000	\$ 22,383,055	\$ 21,200,000	\$ 24,012,776
1.	Manage expenditures.	\$ 20,700,000	\$ 20,739,605	\$ 20,800,000	\$ 22,245,176
1.	Surplus/(Deficit)	\$ 400,000	\$ 1,643,450	\$ 400,000	\$ 1,767,600

Note: Data is based on fiscal year and includes appropriation 13200 / 20.190(1)(h) only. Goals reflect State Fair Park internal budgets.

### FY18-19, FY19-20 AND FY20-21 GOALS

Prog. No.	Performance Measure	Goal FY18-19	GOAL FY19-20	Goal FY20-21
1.	Generate revenues.	\$ 23,750,000	\$ 23,850,000	\$ 23,950,000
1.	Manage expenditures.	\$ 23,250,000	\$ 23,350,000	\$ 23,450,000
1.	Surplus/(Deficit)	\$ 500,000	\$ 500,000	\$ 500,000

Note: Data is based on fiscal year and includes appropriation 13200 / 20.190(1)(h) only.

## FY17-18 FINANCIAL REPORT

## Wisconsin State Fair Park - FY 2017-2018

	Current Month - June 13th 2018			Year-to-Date - June 13th 2018			FULL YEAR BUDGET
	Budgeted Amount	Actual Amount	Variance Over/(Under)	Budgeted Amount	Actual Amount	Variance Over/(Under)	
<b>Revenues:</b>							
<b>By Event:</b>							
State Fair	\$ -	\$ -	\$ -	\$ 20,075,000	\$ 21,906,983	\$ 1,831,983	\$ 20,075,000
Harvest Fair	-	-	-	337,000	334,468	(2,532)	337,000
Race Track	-	-	-	170,000	122,754	(47,247)	170,000
RV Park	-	-	-	514,000	571,256	57,256	514,000
Other Events	-	-	-	4,144,000	4,486,048	342,048	4,144,000
<b>Total Revenues</b>	-	-	-	<b>25,240,000</b>	<b>27,421,509</b>	<b>2,181,509</b>	<b>25,240,000</b>
<b>By Type:</b>							
Admissions	-	-	-	10,330,000	10,370,045	40,045	10,330,000
Building and Space Rentals	-	-	-	4,230,000	4,302,945	72,945	4,230,000
Food and Beverage	-	-	-	5,100,000	6,728,469	1,628,469	5,100,000
Business Partnership	-	-	-	2,500,000	2,503,518	3,518	2,500,000
Purchased Services	-	-	-	1,465,000	1,675,160	210,160	1,465,000
Parking	-	-	-	1,300,000	1,430,339	130,339	1,300,000
Other	-	-	-	315,000	411,033	96,033	315,000
<b>Total Revenues</b>	-	-	-	<b>25,240,000</b>	<b>27,421,509</b>	<b>2,181,509</b>	<b>25,240,000</b>
<b>Expenditures:</b>							
Administration/Admissions	131,219	368,215	236,996	4,770,000	4,939,235	169,236	\$ 4,840,000
Police/Public Safety	37,582	42,613	5,031	1,830,000	1,836,653	6,652	1,660,000
Entertainment	6,441	6,068	(373)	2,850,000	2,816,314	(33,686)	2,850,000
Marketing/Communications	53,811	156,161	102,350	2,000,000	2,112,551	112,551	2,000,000
Agriculture	29,901	53,168	23,267	1,460,000	1,512,714	52,714	1,460,000
Facilities	155,929	207,150	51,221	4,045,000	4,066,515	21,515	4,045,000
Vendor/Exhibitor Services	34,207	28,567	(5,640)	900,000	901,607	1,607	900,000
Event Services	63,449	57,966	(5,483)	4,160,000	4,253,318	93,318	4,260,000
Debt Service	0	0	0	3,200,000	3,200,000	(0)	3,200,000
<b>Total Operating Expenditures</b>	<b>512,539</b>	<b>919,908</b>	<b>407,369</b>	<b>25,215,000</b>	<b>25,638,910</b>	<b>423,910</b>	<b>\$ 25,215,000</b>
<b>Operating Surplus/(Shortfall)</b>	<b>\$ (512,539)</b>	<b>\$ (919,908)</b>	<b>\$ (407,369)</b>	<b>\$ 25,000</b>	<b>\$ 1,782,600</b>	<b>\$ 1,757,599</b>	<b>\$ 25,000</b>

## Capital Reserve FY18 ACTIVITY

Beginning Balance	\$ 3,732,315
FY18 YTD Expenditures	\$ (1,426,565)
FY18 Year End Surplus	\$ 1,766,182
Ending Balance	\$ 4,071,932

## FY18-19 FINANCIAL REPORT

Wisconsin State Fair Park - FY 2018-2019								
	Current Month - June - 13th month			Year-to-Date - June - 13th month			FULL YEAR BUDGET	
	Budgeted Amount	Actual Amount	Variance Over/(Under)	Budgeted Amount	Actual Amount	Variance Over/(Under)		
<b>Revenues:</b>								
<b>By Event:</b>								
State Fair	\$ -	\$ -	\$ -	\$ 21,310,000	\$ 22,137,598	\$ 827,598	\$ 21,450,000	
Harvest Fair	-	-	-	300,000	272,781	(27,219)	300,000	
Race Track	-	-	-	150,000	141,238	(8,762)	150,000	
RV Park	-	-	-	790,000	978,960	188,960	790,000	
Other Events	-	-	-	4,610,000	4,625,561	15,561	4,470,000	
<b>Total Revenues</b>	-	-	-	<b>27,160,000</b>	<b>28,156,138</b>	<b>996,138</b>	<b>27,160,000</b>	
<b>By Type:</b>								
Admissions	-	-	-	10,950,006	11,635,444	685,438	10,950,000	
Building and Space Rentals	-	-	-	4,805,350	4,483,460	(321,890)	4,805,350	
Food and Beverage	-	-	-	5,560,011	5,997,740	437,729	5,560,011	
Business Partnership	-	-	-	2,600,000	2,618,308	18,308	2,600,000	
Purchased Services	-	-	-	1,464,999	1,573,236	108,237	1,464,999	
Parking	-	-	-	1,459,999	1,556,717	96,718	1,459,999	
Other	-	-	-	319,641	291,233	(28,408)	319,641	
<b>Total Revenues</b>	-	-	-	<b>27,160,000</b>	<b>28,156,138</b>	<b>996,138</b>	<b>27,160,000</b>	
<b>Expenditures:</b>								
Administration/Admissions	129,188	115,318	(13,870)	4,980,000	5,201,631	221,631	\$ 4,980,000	
Police/Public Safety	32,446	53,415	20,969	2,195,000	2,171,181	(23,819)	2,195,000	
Entertainment	6,821	38,454	31,633	3,000,000	2,771,908	(228,092)	3,000,000	
Marketing/Communications	48,621	66,184	17,563	2,135,000	2,156,855	21,855	2,135,000	
Agriculture	34,006	51,432	17,426	1,690,000	1,635,650	(54,350)	1,690,000	
Facilities	157,140	172,800	15,660	4,250,000	4,292,359	42,359	4,250,000	
Vendor/Exhibitor Services	38,867	46,372	7,505	1,000,000	973,214	(26,786)	1,000,000	
Event Services	63,788	53,886	(9,902)	4,110,000	4,136,816	26,816	4,110,000	
Debt Service	0	0	0	3,200,000	3,200,000	0	3,200,000	
<b>Total Operating Expenditures:</b>	<b>510,877</b>	<b>597,861</b>	<b>86,984</b>	<b>26,560,000</b>	<b>26,539,616</b>	<b>(20,385)</b>	<b>\$ 26,560,000</b>	
<b>Operating Surplus/(Shortfall)</b>	<b>\$ (510,877)</b>	<b>\$ (597,861)</b>	<b>\$ (86,984)</b>	<b>\$ 600,000</b>	<b>\$ 1,616,523</b>	<b>\$ 1,016,523</b>	<b>\$ 600,000</b>	

**Capital Reserve FY19 ACTIVITY**

Beginning Balance	\$ 4,071,932
FY19 YTD Expenditures	\$ (1,447,864)
FY19 Year End Surplus	\$ 1,506,187
Ending Balance	\$ 4,130,255

## FY17-18 WISCONSIN STATE FAIR REPORT (EVENT DATES AUGUST 3-13, 2017)

The 2017 Wisconsin State Fair was a success in terms not only of attendance, but also revenue. It was the 166<sup>th</sup> Wisconsin State Fair, and 125<sup>th</sup> anniversary of the Fair being held at Wisconsin State Fair Park. We are proud to have welcomed 1,028,449 fairgoers, which marked the fifth year in a row over 1 million visitors. There were two record-breaking attendance days on Tuesday and the second Sunday.



Admissions revenue was up nearly 9% in 2017. Tickets at the gate were \$12 for adults, but many advance sale promotions, as well as sponsored gate promotions, were offered to our Fairgoers.

Revenues for group ticket sales (purchases of 50 tickets or more made in advance) were up 10% for a grand total of 500,000 tickets sold through this program. Of total orders, 60% were returning customers. Most notable, nearly 99% of customers were “very satisfied” with their Group Sales experience, according to a post-fair survey.



WSFP employed 1800 part-time and seasonal employees in 2017. A revamped job fair model included holding three separate job fairs and recruiting nearly half of our seasonal employees at these events. 2017 marked the second year of utilizing the KRONOS system, which is integrated with STAR and allows part-time and seasonal employees to easily and accurately clock their time. As part of our Blue-Ribbon Employee program, 250 people received a pin and prize for their hard work.



The Facilities Department oversaw several major projects leading up to the Fair, including new asphalt in various areas of the Fair Park. A multi-year electrical infrastructure project was nearly complete by the 2017 Fair.

Facilities was also instrumental in adding shade and sound improvements to the Bank Mutual Amphitheater.

Well over 100 tons of material was recycled in 2017, and improvements could also be seen inside the Original Cream Puff Pavilion.

The Sign Shop created over 7,000 signs, banners and decals. Grand Champion Hall got a major facelift, as did the Youth Expo Center and the Sheep & Goat Barn. New signage was created for several gates, offering an updated look and more helpful information.

There were also many improvements made to vendor stands, including Saz's BBQ, Grebe's inside the Cream Puff Pavilion and the new seating area outside of the Wisconsin Products Pavilion.



The Competitive Exhibits Department was busy as usual. More than 7,700 entries were received, and 20,000 plants were planted around the Fair Park. Many of these were cultivated in the new "Fort Flower" area, which is home to our award-winning Fair Park beautification program.

The Horticulture, Craft & Culinary Pavilion was renamed Grand Champion Hall, complete with new signage, paint and flower displays outside.





Moving onto SpinCity, it was a great year, with more than 300,000 games played and over one million rides taken by thrill-seeking fairgoers.

The NEWEST & BIGGEST attraction in 2017 was the WONDERFAIR WHEEL! America's largest traveling Ferris Wheel took three weeks to assemble on the newly paved west side of the Fair Park. More than 80,000 people enjoyed this relaxing ride that topped out at 15 stories high, offering a spectacular view of the surrounding cities.

The 2017 Marketing Campaign theme centered around the theme "It's the Most WonderFair Time of the Year". This "Christmas in August" concept was very well received, and media buys garnered more than 65,000,000 impressions.



Social Media continued to be an important part of the Marketing strategy. By the numbers, Facebook Likes reached 180,000, followed by 20,000 on Twitter and 10,000 on Instagram.

New marketing initiatives proved to be effective, including more digital marketing. Earned media mentions were up more than 25% over the previous year, and web traffic was up 10.5%. Sponsorship gross revenues were \$2.7 million, a 3.4% increase over 2016.

Moving on to entertainment, the State Fair Main Stage presented by Potawatomi Hotel & Casino saw its highest net ticket sales in history at \$1,735,000. The Pentatonix show sold out within 90 minutes of going on sale, and other top ticket sellers included John Mellencamp and Alan Jackson. We also added a new ADA platform at the Main Stage, which proved to be an efficient way to offer more seating to our patrons with disabilities. We also added a second VIP Hospitality Deck.



The police department began the fair with 25 newly appointed officers for 2017. The newly created police reserve program was a success. They added two additional reserve officers to the station/booking staff. 2017 arrests were at an all-time low of 32.

We also added 40 new security surveillance cameras to the Fair Park in 2017, enhancing our security measures along with the metal detection devices placed at all gates. This was the second year utilizing metal detection technology, and it proved to be very successful and well received by our Fairgoers.





Vendor Services was proud to offer 70 new food and beverage options, and welcomed several new vendors, including Emil's pizza in the Wisconsin Products Pavilion. They also introduced several new stands run by current vendors, such as the Saz's Taste of Wisconsin location near the WonderFair Wheel. Food & Beverage Revenues were up 9% compared to the 2016 Fair.



The Cream Puff Pavilion featured newly remodeled areas as well as a 1500 square foot storage room added to the Cream Puff Bakery Operation.



The fifth edition of the Sporkies Food Competition featured LeRoy Butler as a celebrity judge, and in the end Albanese's Spaghetti & Meatballs Mozzarella Sticks took home first place. It was also a big year for Commercial Vendors, welcoming 65 new shopping vendors.

Wisconsin State Fair Park took over management of the former DNR Park, renaming it Exploratory Park. While the DNR retained a small exhibit space, we added several new exhibits and attractions.

The Agriculture Department was proud of the NEW All for One Swine Show, which gave children with intellectual disabilities the opportunity to show pigs. The show received extensive media coverage, and we definitely plan to expand the event in 2018. We also had three successful auctions, including the Governor's Blue Ribbon Livestock Auction, which raised \$267,000 dollars.

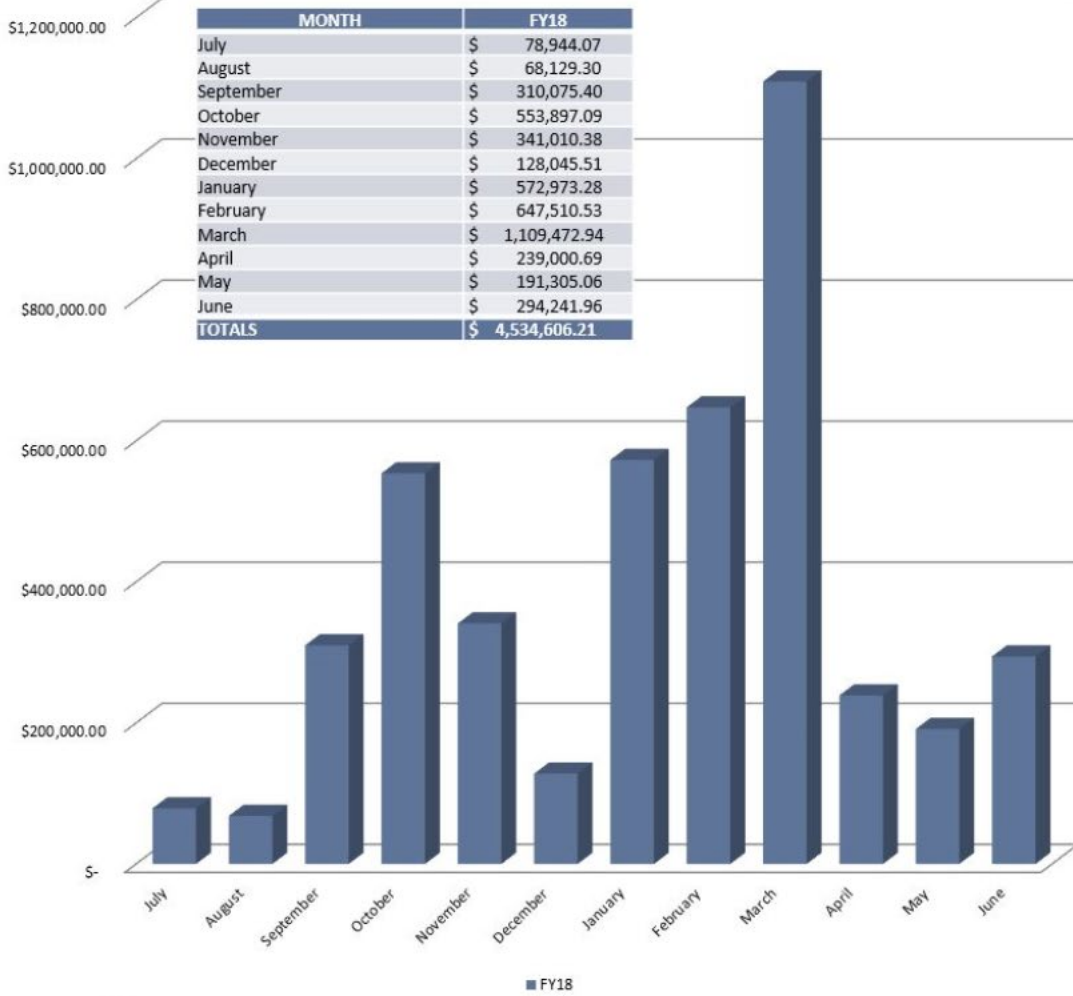
The Wisconsin State Fair is proud to be the state's largest agricultural showcase, while also promoting and celebrating everything we are so proud of in Wisconsin. Looking ahead to 2018, safety and security will continue to be our primary focus, while also offering an unparalleled event experience to our Fairgoers at an exceptional value.

## FY17-18 NON-FAIR EVENT REPORT

In addition to the Wisconsin State Fair, State Fair Park hosts hundreds of events year-round. Non-Fair event rental fees and parking, along with associated ancillary costs, accounted for approximately \$4.5 million of the \$27 million in total revenues generated in FY17-18. The most often accrued ancillary costs include ticketing services, catering and concessions, janitorial services and police/public safety.



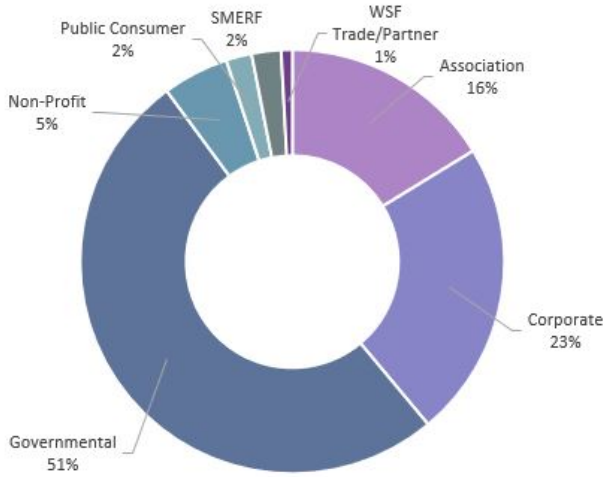
## FY17-18 SALES BY MONTH



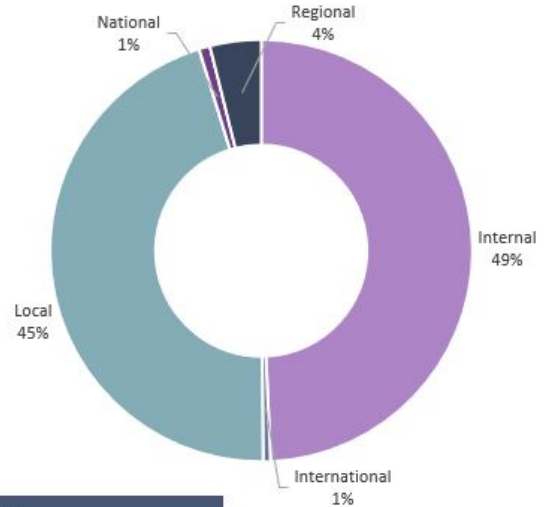
\*All data contained within this report has been derived from Wisconsin State Fair Park's Ungerboeck Software and reflect reported totals as of September 24, 2019. Values reported reflect projected revenue based on invoiced totals for each event.

# FY17-18 EVENT DATA DETAILS

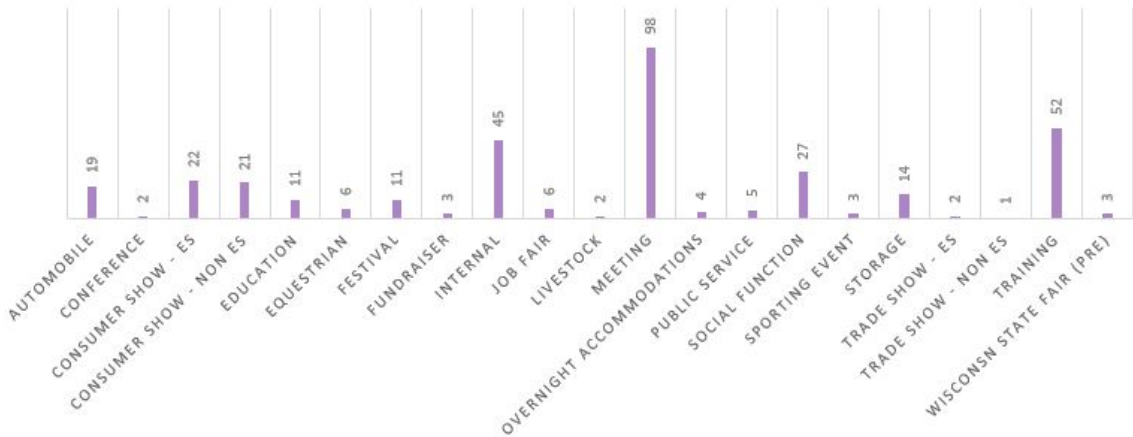
**NUMBER OF EVENTS PER CLASS**  
(TYPE OF ORGANIZATION PRODUCING EVENT)



**NUMBER OF EVENTS PER CATEGORY**  
(AREA FROM WHERE ATTENDEES TRAVEL)



**NUMBER OF EVENTS PER TYPE**  
(TYPE OF ORGANIZATION PRODUCING EVENT)



# OF EVENTS IN FY2018:

**357**

EVENTS DESIGNATED  
GOVERNMENTAL CLASS:

**182**

EVENTS DESIGNATED  
LOCAL CATEGORY:

**162**

*\*All data contained within this report has been derived from Wisconsin State Fair Park's Ungerboeck Software and reflect reported totals as of September 24, 2019. Values reported reflect projected revenue based on invoiced totals for each event.*

## FY18-19 WISCONSIN STATE FAIR REPORT (EVENT DATES AUGUST 2-12, 2018)



The 2018 Fair was a success! It was the 167<sup>th</sup> anniversary of the Wisconsin State Fair, and 126<sup>th</sup> edition held at Wisconsin State Fair Park. We are proud to have welcomed 1,037,982 fairgoers to the 2018 Wisconsin State Fair, which was the sixth year in a row reaching over 1 million visitors.

The admissions department handled \$7 million in revenue, of which \$2.4 million was handled during the fair alone. With the help of our new ticketing system, eTix, we printed 1.3 million tickets. The adult admission price at the gate was \$14, and several admission deals, as well as discounted advance ticket sales programs



A new Hiring Center was implemented for the 2018 Fair to focus on finding employees for multiple departments. This proved to be a great success and is a model we will look to replicate in 2019.

WSFP employed 1,700 part-time and seasonal employees in 2018, and during the Fair alone they worked 128,000 hours.



The Facilities Department works hard to keep the grounds clean and safe. They were instrumental in paving and repair projects throughout the park, including the area around Racing Pigs Arena, which allowed us to bring in the Lambeau Live Experience – one of the most popular new attractions at the 2018 Fair!

The Wisconsin Wine Building also got a great facelift this year – both inside and out.

American Maintenance was a great new addition to our operation in 2018. Not only did they help with staffing, but also came in with a focused approach to keeping the Park as clean as possible.

Recycling continues to be an initiative throughout the Park. Nearly 200 TONS of recycling was collected in 2018.

It was “Thyme for Fun!” this year in our Competitive Exhibits Department! 8,466 overall entries were received with many records broken throughout the various horticulture exhibits.

## FAIR RECYCLING

The following items can all be recycled together (co-mingled) in designated Recycling Containers throughout the Fair Park:

- Paperboard
- Cardboard
- Mixed paper
- Newspapers
- Plastics
- Glass (all colors)
- Aluminum Cans
- Aluminum Pans
- Steel/Tin Cans

### Recycling Containers



Vendor Recycling Bin:  
2 Yard Container



Vendor Recycling Bin:  
8 Yard Container



Fairgoer Recycling Bins:  
**NOT** For Vendor Recycl-



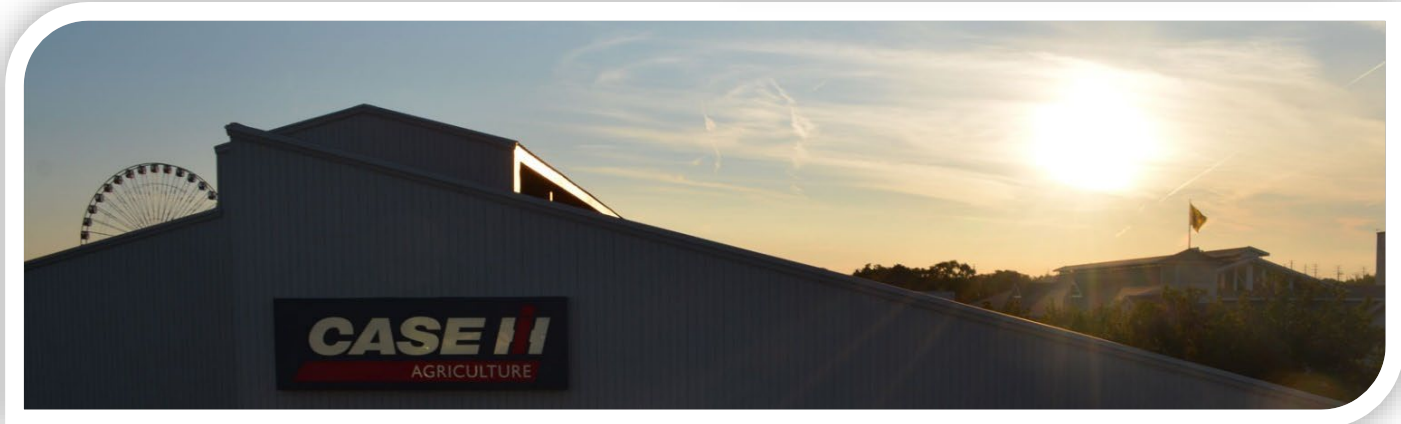
The NEW Cow-temporary art walk had over 600 fairgoers complete the 10-stop walk during the Fair.

Moving onto SpinCity, it was a great year, with 265,835 games played. Many people walked away with large, colorful stuffed animals as prizes for the whole Fair to see.

Nearly one million rides were taken by enthusiastic fairgoers in 2018. Gross revenue was up \$150,000. Bringing the total to over \$4 million. The WonderFair Wheel was also back in 2018 and nearly 90,000 rides were taken, which was a 10% increase.

Parking and Transportation also had some impressive stats including 43,500 fairgoers who utilized MCTS as their preferred method to get to and from the Fair. Certainly, many fairgoers also chose app-based ride-share options such as uber or lyft, BUT, the highlight is that parking a nearly 20% increase in revenues from 2017 with three record days of parking.

Revenues for group ticket sales – purchases of 50 tickets or more – were up 25% in 2018 which equated to \$1.6 million in total revenue.



There were 40 corporate parties held in Saz's Hospitality Village which continues to be a meeting place for parties, receptions and auctions.

Sponsorship continues to be a strong focus, and seven new sponsors were welcomed as part of the 2018 Fair, with three potential sponsors given VIP tours to drive interest for the 2019 Fair. Sponsorship gross revenues were \$2.8 million, a 4.1% increase over 2017. Sponsor retention numbers include 87% of sponsors retained and 93% of sponsorship revenue retained.


The 2018 Marketing Campaign theme was "Make Your Day WonderFair". It was executed utilizing colorful and authentic imagery and strategic media buys. New marketing initiatives proved to be effective, including more social media advertising and enhanced email marketing campaigns.

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## Wisconsin State Fair bucket list: 10 things you don't want to miss this year

LAINEY SEYLER | MILWAUKEE JOURNAL SENTINEL  
4:00 a.m. CDT Aug. 7, 2018

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Photos: Wisconsin State Fair through the years

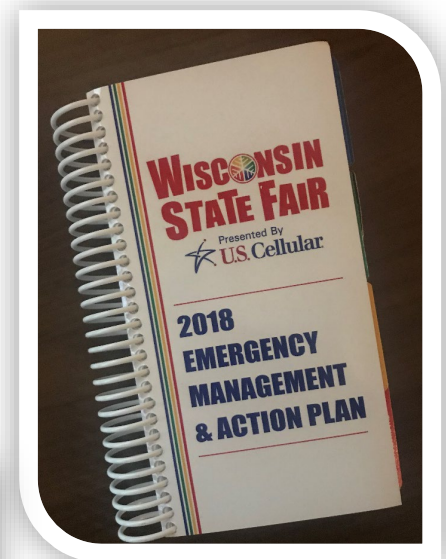
A new employee emergency text alert system was implemented for 2018 as well as the creation of pocket guides to be placed in multiple locations should an emergency arise.



The communications crew works to keep the Fair top of mind year-round. Social Media continues to be a huge focus—whether it is running a contest for lucky fairgoers to win tickets, talking about the latest new food item, or showing a behind the scenes sneak peak of the Fair.

By the numbers, Fairgoers look to our website and Facebook to get most of their Fair information. Instagram and Twitter continue to lead in social engagement – seeing triple digit number growth over last year. Snapchat garnered over 1.5 million views of stories in 2018.

News media was abuzz this year – everything from fair foods to nostalgia, and cheese curd eating to cream puffs – people were talking about the Fair!



Moving onto entertainment, this year's Main Stage, presented by Potawatomi Hotel & Casino saw great crowds, exceeding 53,000 in attendance! Reba McIntire, Foreigner and TLC/En Vogue rounded out the top three shows. Lucky VIP guests got to experience the shows from new and improved VIP decks.



The Associated Bank Amphitheater drew in massive crowds for Here Come the Mummies, Herman's Hermits featuring Peter Noone, Kids from Wisconsin, and Hanson. NEW in 2018, it was home to the World Cheese Curd Eating Championship, which brought in the MAN of competitive eating himself, Joey Chestnut. Eaters were challenged to eat as many cheese curds in a 6-minute span as they could. Sadly for Joey, he did not prevail in this endeavor, allowing Darren Breedren to win his FIRST EVER eating title by eating 5.2 lbs. of fresh Wisconsin Cheese Curds, which were donated by the Wisconsin State Fair Dairy Promotion Board.

The Wisconsin State Fair Park Police Department continued to focus on keeping the Fair Park Safe. They implemented body cams and better reporting for all duty officers. They also added a new squad car to their fleet and are proud to report that the number of items confiscated at the gates during the metal detection screening was down in 2018.



Public Safety also saw great success with the addition of the gate captains at each admission entrance and enhanced staffing. They also successfully utilized the new Hiring Center in 2018.



Vendor Services handles all vendors at the Fair – Food & Beverage as well as Commercial. We were excited to welcome four new trailers to the Wisconsin state Fair family – Fluffy's Doughnuts, Shrimp Shack, Katie's Sweet Tea and Frozen Bananas!



A number of Vendor renovations and stand refreshes including Tropics at the Fair, Joey's Seafood, Gyro Man, and Margarita Taco happened this year. All of these locations were under new ownership, and included not only aesthetic enhancements but also refreshed menus.



The Sporkies Food Competition was again a favorite amongst fairgoers! This year, Albanese's brought home a back to back win with the Deep-Fried Spinach Lasagna Bites! They had some stiff competition with the French Onion Soup on a Stick and the PorkSTACKular, but alas, walked away with a second golden spork.

Commercial vendors welcomed 53 new vendors to the lineup including bourbon maple syrup, metal garden art, and wood burned maps to name a few. The Commercial vendor recognition program showcased improvements made by our vendors throughout the year.

The Agriculture Department is proud to have showcased the Neighborhood Corral – allowing horses to be visible every day of the Fair which was a hit amongst fairgoers.

YQCA (Youth for the Quality Care of Animals) Certification implementation was extremely successful, requiring all exhibitors to be certified before they showed at the Fair. This certification provided all youth exhibitors an educational opportunity to learn more about their projects and how to communicate their story to our fairgoers.



The biggest renovation in Ag Village was the new Milking Parlor addition. The new awnings provided shade and allowed for a better sound system and viewing area for our fairgoers to learn about dairy – Wisconsin's largest industry.

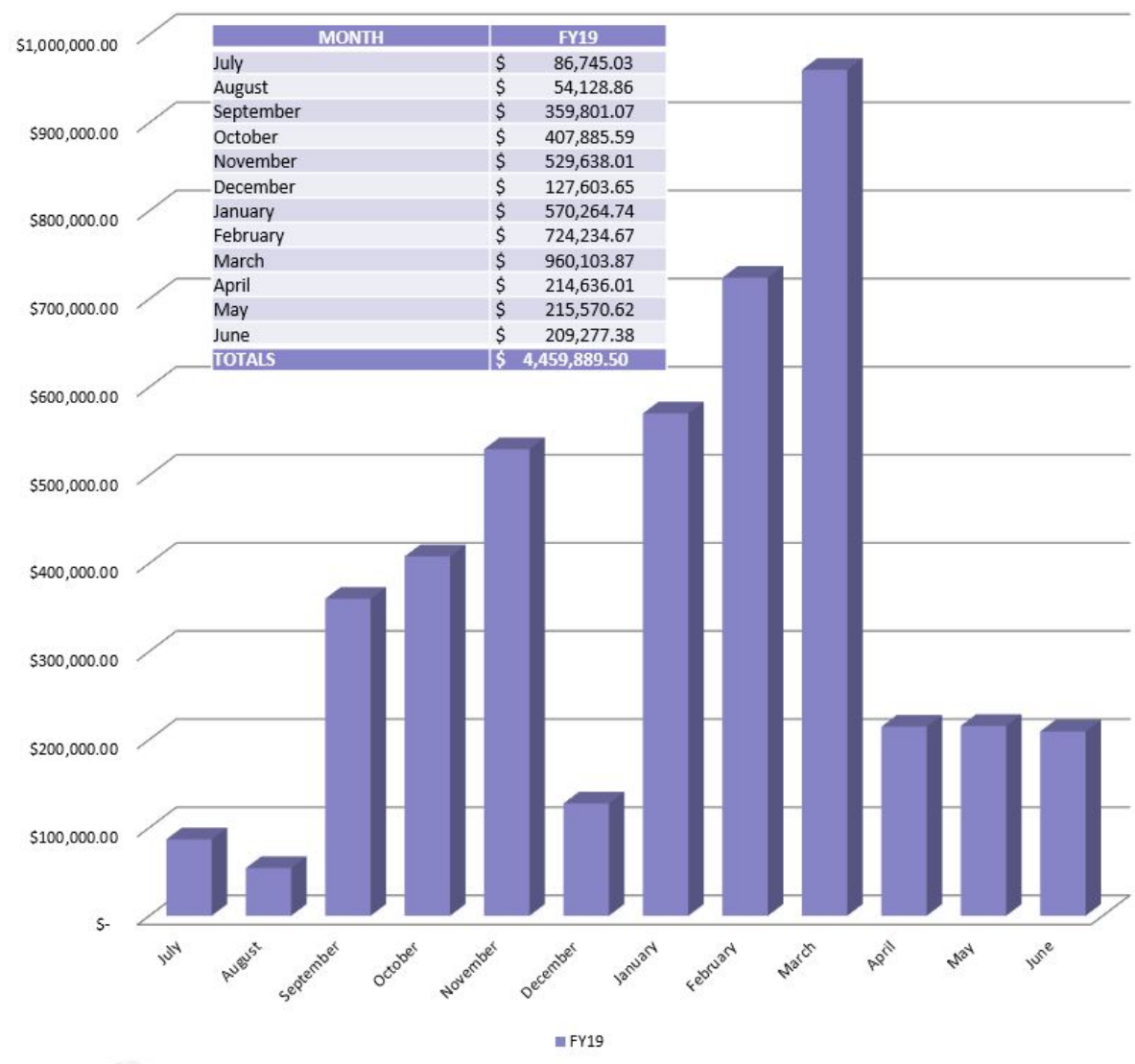
The Wisconsin State Fair is proud to continue the urban-meets-rural experience for more than one million guests annually, creating memories that transcend generations. As we move into 2019 we will continue to focus on safety and ensuring that the Fair Park is accessible for our patrons with disabilities. We plan to take a closer look at necessary infrastructure projects and improvements while continuing to explore new ways to general revenue will managing expenses and improving the Fair experience for all of our Fairgoers.

## FY18-19 NON-FAIR EVENT REPORT

In addition to the Wisconsin State Fair, State Fair Park hosts hundreds of events year-round. Non-Fair event rental fees and parking, along with associated ancillary costs, accounted for nearly \$4.5 million of the \$27 million in total revenues generated in FY18-19. The most often accrued ancillary costs include ticketing services, catering and concessions, janitorial services and police/public safety.



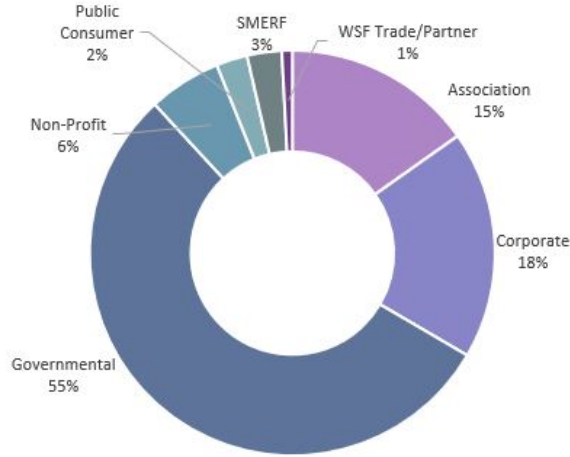
## FY18-19 SALES BY MONTH



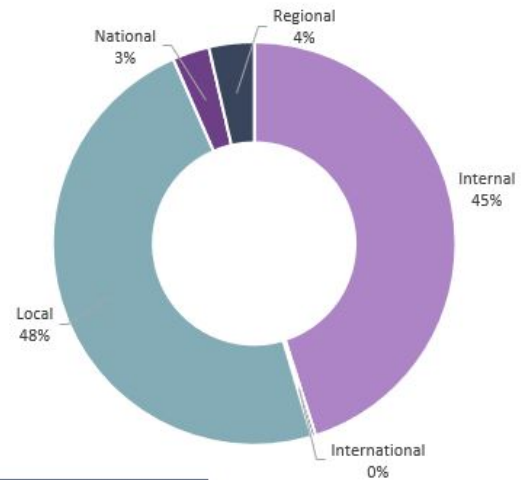
\*All data contained within this report has been derived from Wisconsin State Fair Park's Ungerboeck Software and reflect reported totals as of September 24, 2019. Values reported reflect projected revenue based on invoiced totals for each event.

# FY18-19 EVENT DATA DETAILS

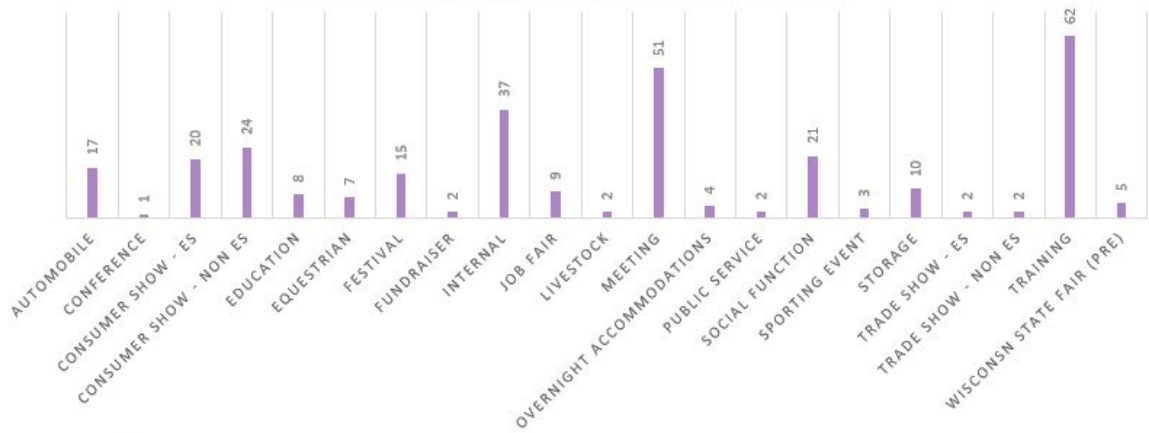
**NUMBER OF EVENTS PER CLASS**  
(TYPE OF ORGANIZATION PRODUCING EVENT)



**NUMBER OF EVENTS PER CATEGORY**  
(AREA FROM WHERE ATTENDEES TRAVEL)



**NUMBER OF EVENTS PER TYPE**  
(TYPE OF ORGANIZATION PRODUCING EVENT)



# OF EVENTS IN FY2019:

**304**

EVENTS DESIGNATED  
GOVERNMENTAL CLASS:

**153**

EVENTS DESIGNATED  
LOCAL CATEGORY:

**146**

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